



NEWS FROM THE OFFICE OF
ADAM J. BELLO
MONROE COUNTY EXECUTIVE

For Immediate Release

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**COUNTY OF MONROE INDUSTRIAL DEVELOPMENT AGENCY
APPROVES INCENTIVE PACKAGE FOR LARGEST INDUSTRIAL
DEVELOPMENT BUSINESS PROJECT IN COUNTY HISTORY**

The \$650 million fairlife LLC project in Webster will create 500 construction jobs, 250 permanent jobs and directly affect more than 850 regional dairy farming jobs

ROCHESTER, NY — Monroe County Executive Adam Bello today thanked the County of Monroe Industrial Development Agency and other key players for their work helping to secure a \$650 million fairlife, LLC production facility in the Town of Webster. In terms of total project cost, the 745,000 square-foot dairy processing plant is the largest industrial development business project in county history, and will be the largest such plant in the Northeastern United States. It is expected to open in the fourth quarter of 2025.

On Tuesday, the COMIDA board voted unanimously to approve a sales tax exemption and Payment-in-Lieu-of-Taxes package that helps clear the way for project construction to begin.

In response, County Executive Bello released the following statement:

“The fairlife project is a historic milestone for economic development in Monroe County and a catalyst for economic growth in our region. It is projected to create more than 500 jobs during the construction phase, 250 permanent jobs upon completion in 2025 and directly impact over 850 dairy farming jobs, benefiting dairy farmers and agribusiness throughout the Finger Lakes, Western New York and beyond.

The leadership at The Coca-Cola Company and fairlife LLC have shown immense confidence in Monroe County's business climate and workforce. Their investment underscores the potential they see in our community to drive this transformative and groundbreaking project forward.

We extend our heartfelt gratitude to the Town of Webster's leadership, including Town Supervisor Tom Flaherty, for their support and collaboration in bringing this project to fruition and to COMIDA Board Chair Ann Burr and fellow members of the COMIDA Board of Directors for helping Monroe County secure this win.

We also express our appreciation to Governor Kathy Hochul and Empire State Development. Their support has been instrumental in making this development a reality.”

Media inquiries:

Gary Walker, Director of Communications

GaryWalker@MonroeCounty.gov

(585) 753-1064

**Meaghan M. McDermott, Deputy Director
of Communications**

MeaghanMcDermott@MonroeCounty.gov

(585) 469-4365